

Mr. Elzinga said, "The ability to diversify and stabilize Alberta's economy, to create jobs and improve our standard of living, depends more and more on our ability to increase exports. We currently do some \$400 million worth of business with Western Europe. In order to build on this current level of trade, Alberta companies must be able to deal with the Europe of the future. This conference is an opportunity for businesses to start preparing their game plan for Europe 1992.

Federal funding is being provided through the "Going Global" market development initiative announced by Prime Minister Mulroney in Singapore last October 15. Provincial funding is being provided through the "Let's Talk Trade" seminar series of Alberta Economic Development and Trade, which helps identify trade and investment opportunities for Alberta companies.

-30-

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